

JUL 16 2010

# FACSIMILE COVER SHEET

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From: Leonard P. Linardakis, Esq.

Date: July 16, 2010

Number of Pages Including Cover: 5

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.); and
- 3) Request for a One (1) Month  
Extension of Time (2 pgs.).

Attorney Docket No.: Google-48 (GP-083-00-US)  
Appl. No.: 10/721,010  
Applicants: Ross KONINGSTEIN, et al.  
Filed: November 24, 2003  
Title: USING CONCEPTS FOR AD TARGETING  
TC/A.U.: 3622  
Examiner: William A. Brandenburg

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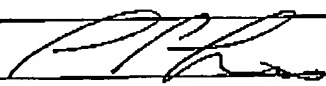
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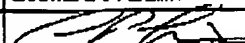
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<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/721,010
	<b>Filing Date</b>	November 24, 2003
	<b>First Named Inventor</b>	Ross KONINGSTEIN
	<b>Group Art Unit</b>	3622
	<b>Examiner Name</b>	William A. Brandenburg
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b> Google-48 (GP-083-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> <b>Fee Transmittal Form</b> <input type="checkbox"/> <b>Fee Attached</b> <input type="checkbox"/> <b>Amendment / Reply</b> <input type="checkbox"/> <b>After Final</b> <input type="checkbox"/> <b>Affidavits/declaration(s)</b> <input checked="" type="checkbox"/> <b>Extension of Time Request</b> <input type="checkbox"/> <b>Express Abandonment Request</b> <input type="checkbox"/> <b>Information Disclosure Statement</b> <input type="checkbox"/> <b>Certified Copy of Priority Document(s)</b> <input type="checkbox"/> <b>Response to Missing Parts/ Incomplete Application</b> <input type="checkbox"/> <b>Response to Missing Parts under 37 CFR 1.52 or 1.53</b>	<input type="checkbox"/> <b>Assignment Papers (for an Application)</b> <input type="checkbox"/> <b>Drawing(s)</b> <input type="checkbox"/> <b>Licensing-related Papers</b> <input type="checkbox"/> <b>Petition</b> <input type="checkbox"/> <b>Petition to Convert to a Provisional Application</b> <input type="checkbox"/> <b>Power of Attorney, Revocation Change of Correspondence Address</b> <input type="checkbox"/> <b>Terminal Disclaimer</b> <input type="checkbox"/> <b>Request for Refund</b> <input type="checkbox"/> <b>CD, Number of CD(s)</b>	<input type="checkbox"/> <b>After Allowance Communication to Group</b> <input type="checkbox"/> <b>Appeal Communication to Board of Appeals and Interferences</b> <input type="checkbox"/> <b>Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)</b> <input type="checkbox"/> <b>Proprietary Information</b> <input type="checkbox"/> <b>Status Letter</b> <input type="checkbox"/> <b>Postcard Receipt</b> <input type="checkbox"/> <b>Other Enclosure(s) (please identify below):</b>
<b>Remarks</b>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Leonard P. Linardakis (Reg. No. 60,441)
Signature	
Date	July 16, 2010

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003, OMB 0851-0032

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**FEE TRANSMITTAL  
for FY 2010**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT

(\$ 130.00)

## Complete if Known

Application Number	10/721,010
Filing Date	November 24, 2003
First Named Inventor	Ross KONINGSTEIN
Examiner Name	William A. Brandenburg
Art Unit	3622
Attorney Docket No.	Google-48 (GP-083-00-US)

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
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Number  
Deposit  
Account  
Name

50-1049

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☒ Charge any fee(s) due in connection with the filing submitted herewith  
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## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1080	545	Utility fee	
480	230	Design fee	
720	360	Plant fee	
1520	760	Reissue fee	
220	110	Provisional fee	
SUBTOTAL (1)			(\$ 0.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

	Extra Claims	Fee from below	Fee Paid
Total Claims	-20** =	X	
Independent Claims	-3** =	X	
Multiple Dependent			

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description
1202 52	2202 28	Claims in excess of 20
1201 220	2201 110	Independent claims in excess of 3
1203 380	2203 195	Multiple dependent claim, if not paid
1204 220	2204 110	**Reissue independent claims over original patent
1205 52	2205 28	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2)

(\$ 0.00)

\*\*or number previously paid, if greater, For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity | Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	130.00
1251	130	2251	65	Extension for reply within first month	
1252	480	2252	245	Extension for reply within second month	
1253	1,110	2253	555	Extension for reply within third month	
1254	1,730	2254	865	Extension for reply within fourth month	
1255	2,350	2255	1,175	Extension for reply within fifth month	
1401	540	2401	270	Notice of Appeal	
1402	540	2402	270	Filing a brief in support of an appeal	
1403	1,080	2403	540	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	840	2452	270	Petition to revive - unavoidable	
1453	1,820	2453	810	Petition to revive - unintentional	
1501	1,510	2501	755	Utility issue fee (or reissue)	
1502	860	2502	430	Design issue fee	
1503	1,190	2503	595	Plant issue fee	
				Petitions to the Commissioner - check fee sheet	
1807	50	1807	50	Processing fee under 37 CFR 1.17(c)	
1808	180	1808	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	810	2809	405	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	810	2810	405	For each additional invention to be examined (37 CFR 1.129(b))	
1801	810	2801	405	Request for Continued Examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 130.00)

## SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature	<i>John C. Pokotylo</i>	Date	July 16, 2010		

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This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.